



325

Sample A. Sample
Addr 1
Anytown, IL 01234

Dear Sample Sample:

We're glad you're one of the many thousands of smokers all across the country who have discovered that Marlboro Menthol is the freshest of menthol.

Because you've shown such interest in Marlboro Menthol, we're enclosing a special coupon that gives you \$5.00 off on your next carton purchase of any style Marlboro Menthol: full flavor, lights box, or lights 100's box.

We're also enclosing a special offer that will get you a free carton. Just send us five carton proofs of purchase with the enclosed certificate and we'll mail you a coupon good for a free carton.

We hope you'll promptly redeem these valuable offers, in order to continue to enjoy the freshest of menthol--Marlboro Menthol.

Sincerely,

David Ball
Marlboro Menthol

50104-B2

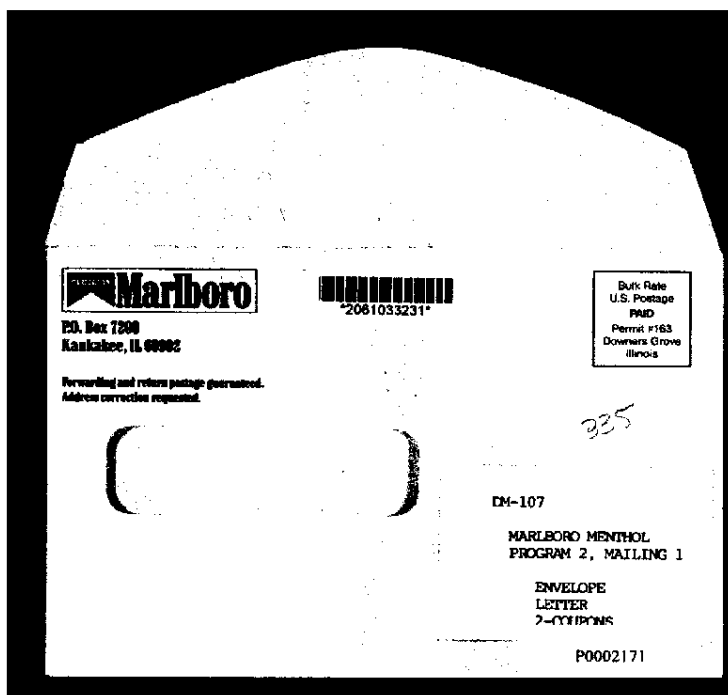
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**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Lights: 10 mg "tar," 0.8 mg nicotine --
Kings: 17 mg "tar," 1.2 mg nicotine
av. per cigarette by FTC method.

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